

А.Д. Савицкая, 10 «А» класс

Научный руководитель – Т.С. Дмитренко, учитель английского языка

ГБОУ СШ №15 г.Пинска

Have you ever read a newspaper, whether in print or online? Certainly. But have you noticed that some articles grab our attention more than others? Even scientific articles with intriguing titles are more appealing than those with lofty language. An interesting headline prompts you to start reading, right? How can you craft an engaging headline for a newspaper article or a conference? The answer to this question becomes clear when you understand the nuances of language and certain stylistic techniques.

The language of the headlines differs not only from the language of writing the article itself, but also from the usual language. It is constantly changing, following the trends of the modern language, reflects all the changes in linguistic and stylistic, grammatical features, uses new words, turns of speech.

Any headline should be easily perceived and read without difficulty. That is why headlines are based on common vocabulary and the simplest grammatical means. At the same time, the headline should be expressive enough to attract the reader's attention.

Creating a headline for your article or a conference common lexical-stylistic, syntactic and grammatical features should be taken into account.

Speaking about **syntactic features**, the most common of them are:

- short narrative sentences (*How the Tories lost 2.8m votes to "the sofa"*), that effectively deliver information in a clear and engaging manner, capturing readers' attention and encouraging them to explore the article's content.

- headlines in the form of questions, serving multiple purposes: can introduce doubt or suggest denial (*Can Kamala's knitting-obsessed, topless-modeling daughter help her to the presidency?*); create a dialogue with the reader (*Want to feel welcome this summer? Visit the Atlantic, not the Med*); questions can highlight issues addressed in the article (*"Will the kids eat or not?" In Keir Starmer's constituency, families struggle with poverty*);

- exclamatory sentences, encouraging reader action (*Warning to Brits going to Spain as new scam can see police confiscate your beach umbrella!*);

- incorporation of quotations and direct speech (*William "didn't want Meghan wearing Diana's jewelry amid tense concern"*);

- complex sentences that include various types of subordinate clauses (*Terrified couple attacked by ravenous rats which bite toes as they sleep*).

There are also a number of grammatical features of writing headings. They are as follows:

- the omission of the verb "to be". While this verb is vital for creating certain tenses, readers can typically figure out the intended meaning even without it. For example, using the present participle (Participle I) can suggest a continuous action without requiring "to be" (*Woman **attacked** while walking her dog dies as police make murder arrest*). This example demonstrates how headlines convey meaning and create urgency without using all grammatical elements;

- simplification of the passive voice. Instead of using complex constructions, headlines often utilize the past participle (Participle II). (*Heathrow security **blocked** by eco-idiot in plot to ruin holidays*). Such kind of headlines convey important information clearly and directly, making them engaging for readers;

- the infinitive denotes future events in headlines (*Airline **to stop** selling popular snack on board due to safety fears*);

- the use of the Present Simple tense instead of the Present Perfect or Past Simple, which adds immediacy to the headlines (*Princess Anne **sparks** royal fan frenzy in bombshell Paris Olympics appearance*). The use of the present tense gives the title vividness, as if bringing the action closer to the reader.

- the frequent omission of articles, which makes headlines more dynamic and engaging (*GB retain freestyle relay title in style to end gold drought in pool*). This omission heightens the title's expressiveness and attractiveness to readers.

- the use of one-member sentences, where either the subject or the predicate can be dropped (*Want to feel welcome this summer? Visit the Atlantic, not the Med*).

The third and most innovative aspect of a headline is its style and word choice. Using different stylistic devices and carefully chosen vocabulary makes headlines memorable and effective in grabbing readers' attention.

Headlines should display various **lexical and stylistic traits**:

- the frequent use of political language (*"Will the kids eat or not?" In Keir Starmer's **constituency**, families struggle with poverty*). This is particularly relevant as the media, especially newspapers, often report on significant social and political issues at both national and global levels.

- the use of titles and names, often presented in abbreviated forms. These abbreviations, typically well-known, require little explanation and serve to tighten the focus of the headlines (*"Exactly who we need!" Top Tory **MP (Members of Parliament)** reveals why he's backing Kemi Badenoch for leader*). Such usages lend specificity by referencing particular organizations and geographical areas.

- familiar phrases or clichés, which help create immediate associations for the reader (*Keir Starmer says Southport rioters will feel **"full force of the law"***).

- the use of a casual tone to create a stronger connection with readers (*Murray **extends long goodbye** after saving two more match*), jargon and informal language are common (*Harris campaign **trolls "Duckin Don"** as he still won't commit to debate her*).

- the use of epithet (*William **"didn't want Meghan wearing Diana's jewelery amid tense concern"***). These descriptive adjectives provide deeper insight into the subjects discussed and improve the reader's understanding of the issues at hand;

- the use of hyperbole is used to heighten emotional impact or convey deeper meaning (***A dragonfly apocalypse!** Thousands of bugs ruining a perfect day for Rhode Island beachgoers*). These titles capture attention through exaggeration;

- the use of humor and irony (*Will grass be greener for Obi-Martin at United?*). This literary device effectively draws readers in and sparks their curiosity;

- the use of oxymorons creates a sense of contradiction by putting opposing terms together (*"The worst film I've ever seen": The **bittersweet** saga of Mary Poppins*);

- the use of metaphors, where the qualities of one object are transferred to another due to shared characteristics (*Reeve's speech was **a flurry of righteous anger** as she and Hunt traded barbs*);

- periphrasis is a stylistic technique in headlines, which uses indirect expressions to convey ideas (*Scientists mull **"Noah's Ark"** on the moon to save endangered species*). This method enriches the language and engages readers;

- euphemisms are used to replace harsh or vulgar terms with kinder language (*The £22bn **'black hole'** was obvious to anyone who dared to look (about serious economic problems)*). Euphemisms often illustrate problems in a more softened manner, allowing for sensitive discussions around difficult topics;

- the use of neologisms, slang, and jargon to capture readers' interest (*Boots shoppers who spend £40 can get £110 worth of **freebies** (халява) from Elemis, Sol de Janeiro and more*). Journalists effectively attract attention by including terms that resonate with current trends and consumer culture;

- set expressions and phraseological units offer evaluative tones while capturing readers' attention (*Ryanair passenger on flight to Lanzarote says he had to stop man who **'went bananas'***);

- the use of rhyme can draw a reader's eye (***'Say it loud, say it clear, refugees are welcome here': Meet the anti-racism resistance***). Such techniques enhance the overall appeal of newspaper articles and provide an entertaining way to convey information.

Experienced article writers know how to use different strategies to craft headlines that grab attention. Here are some key patterns they often use:

- using numbers for specificity: Including numbers in headlines helps present information in a clear and memorable way. ***The 7 diet rules that every 40-something should know***). The human brain tends to process structured information more easily, so indicating the number of ideas or items in the article undoubtedly grabs readers' interest.

- naming emotions: headlines that evoke certain feelings help create a connection with the reader. (***Want to feel welcome this summer? Go to see the Atlantic, not the Med***). Emotionally charged headlines are more likely to stand out and resonate with readers.

- clearly presenting what the author offers: explaining what the article contains can spark interest. (***Exact dates** "more extreme" second heatwave could follow current hot spell*).
- use of adverbs and questions: headlines that include commonly asked questions (what, why, how) enhance curiosity. (***What** we know about "introverted" teenage suspect*). Such headlines encourage readers to want to learn more and seek answers.
- making promises: headlines that promise valuable information create an irresistible allure. (*The pop songs **that could save your life**... from Taylor Swift to Dizzee Rascal, these tunes have the perfect tempo for CPR*). Such kind of headings present enticing offerings that are hard to resist.

Finally, it is worth recalling that periodicals to a greater extent form the social cultural level, the self-awareness of the whole society. That is why dry phrases and inept use of language are unacceptable in the headlines of articles.